

## VI Loan Showmen Away Fast

### Reagan Succeeds Agnew at Para

The Board of Directors of Paramount Pictures Inc. have approved a five-year contract for Charles H. Reagan as General Manager for the distribution of Paramount Pictures in the United States and Canada and also elected Reagan a vice-president of the company, succeeding

(Continued on Page 5)

### Conciliation and Quebec Allied

Members of the Quebec Allied Theatrical Industries and other exhibitors met in Montreal recently to study the proposed draft of the Conciliation Board constitution drawn up in February at a Toronto meeting of exhibitor and distributor representatives.

(Continued on Page 5)

### Trow Proud Papa

Bill Trow, Montreal Posters, is the proud father of a new born baby.

### Hard Drive Expected to Boost Objective Over the Top

The VI Victory Loan drive of the Canadian motion picture industry got away to a lively start, reports indicate, with exhibitors and managers fully aware of the difficult time ahead and prepared to meet it. The Scrap Book Contest of the Motion Picture War Services Committee has caught on and managers were busy during the last week making contacts and drawing up ideas to induce cooperation from merchants and others.



RENE DAIGNAULT

Veteran theatre manager, who passed away in Montreal.

In Brantford, Ontario, the theatres have all donated their marquees and H. M. Solman, manager of the Esquire, who is head of theatre branch of publicity, prevailed on the Loan

(Continued on Page 2)

### Injunction On Hamilton Deal

Famous Players Canadian Corporation, a minority stockholder in Hamilton United Theatres, Limited, was granted an interim injunction April 11, 1944, by Justice Barlow at Osgoode Hall, Toronto, restraining the latter company from carrying into effect any sale of its assets to

(Continued on Page 5)

### Real Estate Buy

Suburban Theatres Ltd., Edmonton, Alberta, has purchased a lot directly behind the Garneau Theatre for \$590.

ARE YOU AFRAID TO

## 'Just Miss'?

Any man seasoned with the salt of life—and worth his salt—will tell you that the people who "just miss" accomplishing their aims are not failures and no intelligent person will consider himself one for that. There is the joy of effort and the easy conscience that comes with having tried. The real failures are those who knew deep in their hearts that they could put up a great battle but didn't try because they might "just miss."

If a man is a fool who tries for something while feeling that he may not win—then thank God for such fools. The efforts of such men made a civilized Dominion out of the wilderness. The men who fight are not always convinced that they will win their immediate objective—but fight they do and you are their beneficiary. No man with an ounce of pride will want to share the fruits of their work on a raincheck.

In the matter of that Scrap Book Contest for prizes in which you will record your efforts in behalf of the Sixth Victory Loan—hold yourself at arm's length mentally and size yourself up. Have you been dismissing it unconsciously because you think the city slickers have an advantage? Forget it. The standard of judging takes that into account.

You can't win—if you don't try. The contest is no romp. It's part of a vital duty.

## Hanson to Handle Esquire Films

Esquire Films is joining the companies of Oscar Hanson, effective May 1, and the product handled by that company will be distributed through his outlets. Esquire is the distributor in Canada of choice films from England and Soviet Russia selected from the production lists of those countries. The company acquired Canadian distribution of Soviet Films in May, 1942.

Esquire Films, organized in 1940 with Archie Laurie as general manager, maintained its own sales organization for some time, with offices in Toronto, Montreal and Winnipeg. Man-

(Continued on Page 5)

### Manager Describes Industry Progress

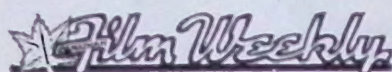
H. M. Thomas, manager of the Centre Theatre, Owen Sound, Ontario, was guest speaker at a recent meeting of the local Kinsmen's Club. He described the progress of the motion picture industry from its inception 50 years ago.

## The Fighting Seabees

"Seabees" opens at the Uptown, Toronto, today. In the cast are John Wayne, Susan Hayward, Dennis O'Keefe and William Frawley.

REPUBLIC'S great action and adventure film is ready for release in Canada through EMPIRE-UNIVERSAL. "The Fighting





Vol. 9, No. 17 April 26, 1944

HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor,  
Canadian Film Weekly, 25 Dundas Square, Toronto, Canada.

Published by Film Publications of Canada, Ltd., 25 Dundas Square, Toronto, Ont., Canada. Phone ADelaide 4317. Price 5 cents each or \$2.00 per year.  
Entered as Second Class Matter

Printed by Eveready Printers Limited, 78 Wellington Street West, Toronto, Ontario

## We Hypnotize 'Em

When it comes to selling anything via the screen the exhibitor has two strikes on the batter. That's why the advertising people would like to tell our customers about the merits of their goods. And because we have such an advantage we refuse to lend ourselves to the tacit support of other people's claims. You know how radio has boosted the sale of this and that. The screen is even more effective.

Maybe being exposed to the power of the screen has toughened you. You may not realize what a magic thing it is that you control.

Other people do. One of them is A. G. Adamson, member of the House of Commons for West York. Just a little while ago Mr. Adamson told his fellow-members a few things that will amaze even you. Read those remarks and ponder a moment about how you can act on them to increase your service to the country during the Victory Loan next week.

Said Mr. Adamson:

"The film has come to be the supreme vehicle of propaganda today. It takes precedence over the written word in the newspaper and the spoken word on the radio. Not only does it combine the written word with visual action; it takes in also the spoken word, and it does all this in surroundings which lull the subject into a sense of confident security, and put him into a receptive frame of mind. The Wallman theory shows a direct ratio between the efficiency of the newspaper, the radio and the film; and I feel safe in predicting that, as time goes on, the newspapers of the country will have reason to appreciate fully the seriousness of what is happening. This is a most sinister situation, because they get the adolescent mind in a receptive mood, in comfortable surroundings, and spray it with anaesthesia of propaganda which in most cases it is not capable of resisting."

There you are, you Svengalis, you!

We don't go along with Mr. Adamson on everything he says. We think a minor truth is inflated here out of proportion. But we do have influence to sell. When Clark Gable pulled his shirt off in a picture and showed nothing but skin the sale of tops was cut in half and the underwear folk came snarling and pleading with us to be more careful. Can you imagine what would happen if we went right out and boosted something?

The screen is neutral except against poison directed at Democracy. However, let's take Mr. Adamson at his word. Let's see if we have that magic power and how well it works. Let's try it by boosting the Victory Loan campaign. It is part of our fight for Democracy. Shall we be dogs in the manger and not use our powers of persuasion? Like many of the things you won't sell, you're willing to give them away. Give them away now. They're a gift to your heroes and a labor of love of country.

Or look at things this way. When is the mind most receptive to outside ideas? At home? People are resting, sleeping or concerned with domestic problems. At the office or factory? Folks are busy concentrating on their work. At the theatre? They are wrapped up in what they see as it is developing.

The open period of the mind is during the time when a person has left the theatre. He has been exposed to new adventures and ideas in a place of enjoyable refuge. For a while afterwards he is undergoing an unconscious analysis of what he has seen. Something of what he has seen always remains with him and influences his viewpoint.

That's where to sell him Victory Bonds—your theatre. The rest—putting up the money and signing—is routine.

## V Loan Drive Gets Away Fast

(Continued from Page 1)

Committee to secure permission for the lighting up of marquees during the drive. This is a good idea and worthy of general practice.

In Kingston, Ontario, Ernie Smithies, manager of the Capitol, is a member of the local Public Relations Committee as well as chairman of the theatre section. Kingston houses are going in for dramatic lobby displays. The Capitol is showing a gun and depth charge, with naval cadets on duty at all times. The Grand has an RAF rubber raft manned by air cadets and the Biltmore is offering a look at enemy fuselage and naval equipment.

Sid Scott of the Capitol, Sudbury, has been doing plenty of moving around in the wide open spaces that are his territory. He has been working on six towns, particularly those places where there are many people employed in smelters and refineries.

The public, having been made unusually conscious of the part motion picture theatres and distributors are playing, have been drawn to the theatre effort. The CBC presented "Hollywood at War," in which reference was made to "The Shining Future," and the Alka Seltzer quiz show devoted its entire program to the reactions of patrons at the Imperial, Toronto. The Publicity Committee of the Motion Picture War Services Committee conducted an extensive campaign among the leading women's organizations in the Dominion and there is a tremendous curiosity about the picture, which is a first-rate job.

The Ontario chairmen of the Committee have appointed sub-chairmen for various areas:

S. Scott, Capitol, Sudbury, will handle Blind River, Levack, Massey, Sturgeon Falls, Creighton Mines, Espanola and Capreol.

L. Payne, Capitol, Listowel, will handle Mount Forest, Warton, Hanover, Meaford and Walkerton.

W. Helm, Avon, Stratford, has charge of St. Mary's, Clinton, Exeter, Mitchell, Goderich, Wingham, Seaforth and Kincardine.

J. A. Palangio, Empire, Cochrane, takes care of Kapuskasing, Hearst, Englehart and Schumaker.

H. Dahn, Capitol, Hamilton, handles Caledonia, Dundas, Burlington, Oakville and Acton.

M. Jolley, Marks, Oshawa, supervises Whitby and Oakville.

T. Mascaro, Capitol, Belleville, and G. T. Forhan, Belle, Belleville, are in charge of Tweed, Picton and Madoc.

C. Markell, Capitol, Cornwall, takes care of Williamsburg,

Morrisburg and Cardinal.

T. R. Tubman, Capitol, Ottawa, in charge of Allmonte, Arnprior, Renfrew, Pembroke, Hawksbury, Alexandria and Chesterville.

E. A. Smithies, Capitol, Kingston, will handle Gananoque.

A. P. Drohan, Capitol, Chatham, has Dresden, Ridgetown and Blenheim on his list.

J. Ward, Seneca, Niagara Falls, supervises Fort Erie.

B. Brown, Vanity, Windsor, is working with the Temple and Royal, Windsor.

J. C. Musclow, Strand, Tillsonburg, handles Delhi.

K. Craig, Capitol, St. Catharines and L. Coyle, Granada, St. Catharines, are responsible for Thorold.

The Canadian industry has never had better advance organization than that of this drive.

## Fred Selby Passes At St. John, N.B.

Frederick Selby of St. John, New Brunswick, former exhibitor died in that city after an illness of three weeks.

Mr. Selby was owner and manager of the old Queen's Square Theatre, which was destroyed by fire 14 years ago. He sold the property and equipment to M. S. Bernstein and Joseph Lieberman as their first operation venture. They now run the B & L circuit in the Maritimes and Maine.





## 'A Guy Named Joe'

with Spencer Tracy, Irene Dunne  
MGM 120 Mins.  
WAR ROMANCE TREATED AS FANTASY STACKS UP AS A FINE BOX OFFICE FILM; IS A LITTLE DIFFERENT.

Fantasy has been brought into play effectively by MGM in relating a romantic tale born of war. While fantasy is nothing new on the screen, the way it has been employed in "A Guy Named Joe" is unusual, giving the production a novelty value that should help roll up heavy grosses and create plenty of talk. The authors of the film have been eminently successful in their attempt to give a different twist to a romantic war story. Although the treatment often makes for clashing moods, the production surrenders none of its forcefulness and interest. The film has the good fortune of being a romantic subject that appeals as potentially to men as it does to women.

Everyone connected with the production has been instrumental in making it a rich emotional experience. A moving film with some extremely tender moments, "A Guy Named Joe" falls back upon the device that was used in "Here Comes Mr. Jordan" in spinning its story.

Spencer Tracy, a major in the U.S. Air Force, and Irene Dunne, an American girl serving as a ferry pilot, are deeply in love somewhere in England. Following his death in an engagement with the enemy, Tracy is sent down to earth to serve as guardian angel to some young flier so that the latter may be spared a fate like his own. The scene then switches to the Pacific theatre of war. There he picks Van Johnson, a fledgling lieutenant, as his man. He watches with displeasure as Miss Dunne strikes up a romance with Johnson—a romance that she tries to break off when she finds she can't forget Tracy. Tracy, having the power to "get through" to the mind to Johnson, influences the young man into violating regulations while on an air mission. He fixes it up at the finish, though.

CAST: Spencer Tracy, Irene Dunne, Van Johnson, Ward Bond, James Gleason, Lionel Barrymore, Barry Nelson, Esther Williams, Henry O'Neill, Don De Fore, Charles Smith.

DIRECTION, Fine. PHOTOGRAPHY, Fine.

## 'Follow the Boys'

with George Raft, Vera Zorina

Universal 122 Mins.  
UNIVERSAL TALENT PARADE IS ENTERTAINMENT FEAST KEYED TO HEAVY GROSSES.

Although this Charles K. Feldman production is described as "show business" tribute to show business," it is more precisely a salute to the Hollywood Victory Committee, the clearing house for all entertainment being supplied from the film ranks for our service personnel in and out of the states.

Besides being publicity of the right sort for the film industry, the picture is a storehouse of popular entertainment jammed with so much star talent that nothing less than top grosses may be expected. In addition to the services of virtually every performer on the Universal payroll the studio has enlisted many outside "names" to make "Follow the Boys" an overflowing cup of entertainment. Some of the top names make only the briefest of appearances, but their mere presence is sufficient to pull in the customers in droves.

The footage is nothing more than a chain of song and dance numbers interspersed with comedy bits and novelty acts. The format is that of a vaudeville bill. If the film errs at all, it is on the side of overabundance. For this sort of entertainment the footage runs a little too long—a criticism to which those who are suckers for popular stuff will be certain to take issue. The younger generation is certain to relish every moment of the film because of the youthful appeal of the music and the song numbers.

Weaving in and out of the musical numbers is the story of a hooper who becomes a star in films when vaudeville dies. He is married to the dancing star of his studio. The two get along happily until he becomes interested in the work of the Hollywood Victory Committee. His devotion to the job of providing entertainment for our fighting men causes a break between him and his wife. He dies tragically in the line of duty without knowing his wife is about to bear a child.

The main roles in the story are played by George Raft and Vera Zorina fairly well.

Scattered through the footage are 19 musical numbers. Most of the singing has been entrusted to Sophie Tucker, Dinah Shore, Jeanette MacDonald, and the Andrews Sisters.

Eddie Sutherland supplied good direction. Albert L. Rockett served as associate producer on the Lou Breslow-Gertrude Purcell script.

CAST: George Raft, Vera Zorina, Grace MacDonald, Charley Grapewin, Charles Butterworth, Ramsay Ames, Elizabeth Patterson, Regis Toomey, George McCready, Frank Jenks, Addison Richards, Emmett Vogan, Cyril Ring, Spooks, Theodore von Eltz, Maxie Rosenbloom, Martha O'Driscoll, Jeanette MacDonald, Orson Welles, Marlene Dietrich, Dinah Shore, Donald O'Connor, Peggy Ryan, W. C. Fields, Andrews Sisters, Artur Rubinstein, Carmen Amaya and company, Sophie Tucker, Delta Rhythm Boys, Leonard Gautier's Bricklayers, Ted Lewis and band, Freddie Slack and band, Charlie Spivak and band, Louis Jordan and band, Maria Montez, Susanna Foster, Louise Beavers, Louise Allbritton, Robert Paige, Alan Curtis, Lon Chaney, Gloria Jean, Andy DeVine, Turhan Bey, Evelyn Ankers, Noah Beery, Jr., Samuel S. Hinds, Clarence Muse, Gale Sondergaard, Peter Coe, Nigel Bruce, Thomas Gomez.

DIRECTION, Good. PHOTOGRAPHY, Good.

## 'The Bridge of San Luis Rey'

with Lynn Bari, Akim Tamiroff, Francis Lederer, Nazimova

UA-Bogaus 107 Mins.  
RENOWNED STORY, SOLIDLY PRODUCED AND ACTED, WITH RUGGED BOX OFFICE POTENTIALITIES.

A decade and a half has passed, and virtually a new generation of filmgoers has come, since Thornton Wilder's Pulitzer Prize novel, "The Bridge of San Luis Rey," was translated into celluloid in part silent, part talkie form. Now a new version is ready for the international film marts under the production aegis of Benedict Bogaus, utilizing the directorial skill of Rowland V. Lee and the Howard Estabrook screenplay.

The attraction is well-made, and not the least of its numerous assets is the preservation of the social and political atmosphere of Peru under the crown of Spain some two centuries ago. A cast of unusual ability is harnessed to recount the interlocking lives of the principal characters and the tragedy which befalls five of them when the crude bridge which they are crossing disintegrates and hurtles them to their doom in the deep rocky gorge at San Luis Rey.

Out of that stark happening grows the desire of a monk to probe the lives of the victims in order that he may find some clue to the mysterious ways of Providence in selecting mortals, whether good or evil, old or young, for sudden death. It is the delineation of the friar's examination of the victims' days on earth which furnishes the story, episodically and narratively.

Thus sketched before the eyes of audiences are the various facets of love,—direct, reflected, pure, selfish. These bring into bold relief the stuff of which Lima's great actress (Lynn Bari), her suitor (Francis Lederer), the Viceroy (Louis Calhern), the Marquessa (Nazimova), Uncle Pio (Akim Tamiroff), and all the others, are made. Meticulous casting of this historical romantic tragedy results in many excellent performances, and the film should do well in all situations, particularly those where solid and serious screen offerings are appreciated.

CAST: Lynn Bari, Akim Tamiroff, Francis Lederer, Nazimova, Louis Calhern, Blanche Yurka, Donald Woods, Emma Dunn, Barton Hepburn, Jean Loring, Abner Biberman, Minerva Urecal and Antonio Triana and His Dancers.

DIRECTION, Skillful. PHOTOGRAPHY, Able.

### WELCOME

to our

### NEW ADDRESS

40 St. Patrick Street

Toronto, Canada

We take this opportunity to tell our friends that on May First you will find us in our new and larger home with better facilities to serve you.

Canadian Theatre Chair Company

40 St. Patrick St.

Toronto, Canada

Same Telephone Number — ELgin 1942



Let's Gang Up  
On The  
Hitler Gang!



Contributed by Paramount Pictures



## Esquire Films to Hanson Outlets

(Continued from Page 1)

power shortage and the usual unfavorable conditions experienced by business due to the war caused a reorganization which led to the closing of the Montreal and Winnipeg offices, with sales directed from the Toronto office. To further smoother distribution on a national scale Esquire has joined the Hanson setup, a organization which continues its growing prominence in the distribution side of the Canadian motion picture industry.

Oscar Hanson, a veteran of the Canadian field, founded his own company in October, 1941, and has maintained steady progress since. Five companies are controlled by him, one a leading 16 mm. outlet. The addition of British and Russian films is an important change, since both countries intend invading the world film market after the war.

Esquire has not total distribution of British films in Canada, Empire-Universal handling the product of several prominent companies for Canadian distribution.

## Manager Captures Movie Pesos Passer

Cashier Ruby Clough of the Park Theatre, Chatham, Ontario, spotted a Mexican ten pesos note in the hands of a would-be patron and called Harold S. King, the manager. King followed the fellow, who attempted to escape, grabbed him at the railroad depot and called the cops.

Passer was Gordon Burke, Windsor, who had gotten rid of some of the notes earlier and collected the change in Canadian money. Burke was also charged with altering a registration card. He went to jail.

## Famous Players Net Shows Gain

Famous Players Canadian Corporation, Ltd., annual report for the year ending Jan. 1, 1944, shows net profits of \$1,348,450, or \$3.13 a share on 430,524 no-par shares, as compared with \$1,276,719 in the preceding year, or \$2.9 a share. Total operating profits and other earnings of \$5 millions were divided as follows: \$818,603 for depreciation and amortization, \$293,419 for interest and loss on securities redeemed or sold and \$2.4 millions for income and excess profits taxes.

Total assets of \$17 millions includes \$3 millions of current assets, \$618,500 of refundable portion of excess profits taxes, and \$1.8 millions in investments and mortgages.



## People Come and Go

That theatre night for the motion picture projectionists Sick Benefit Fund was a wow of an affair all around and had Dave Seigel, Bill Covert and all the lads lighting up the house with the sunshine of happiness. Though it was one of the worst nights of the year, it was almost a crowded house, folks coming from many points. The crowd got its money's worth in a big way, being generous with applause, and Adolphe Menjou just about brought the house down with his sincere remarks about the Victory Loan. It was suggested by many that such a theatre night should be an annual affair. The Shea's setting was perfect. . . . Home on leave is P.O. Wellington (Duke) Munro, who fought over Salerno and Anzio. He was shot down, landing in the Mediterranean, and was rescued from his rubber raft, becoming a member of the famed Caterpillar Club. Duke is the son of Gordon Munro, operator of the Empire, Madoc, Ontario. . . . Roly Young gave the industry's war effort quite a boost over the radio last week. . . . A lady phoned the Imperial, Toronto, and asked what was playing. "Standing Room Only," was the reply. "I guess I'll have to go somewhere else," said the lady. . . . Did any one ever call those Sinatra fans the Booby Socks Brigade? . . . Trooper Erskine Cummings, former New Glasgow manager, was married recently in Britain. Robert Beattie, movie star from Hamilton, was there.

## Touches and Retouches

Bob Berezin, manager of the Biltmore, Kingston, is the pappy of a baby boy. Please do not withhold congrats to Bob and Mrs. Berezin until you get your cigar. They're too hard to get. . . . National Film Board projectionists put shows on in any kind of an auditorium. Recently one of them was showing a reel in the hall above a fire station. A bell went and there was some scuffling in the dark, followed by a marked silence. The projectionist got curious about the lack of noise after a while and turned the lights on—to find his audience had vanished! . . . That was quite a scene in Johnny Ganetakos' office recently. Several general managers and their local branch chiefs found themselves in Johnny's office at the same time, all trying to sell him film. None would give the other first chance because each had to catch the afternoon train for Toronto. Johnny was called out of his office and Harry Kaufman moved into his chair as the most advantageous position. "Watch me show you fellows how to sell film," proclaimed Harry. "I'll give you a raincheck on that," hooted someone, and passed Harry some tickets for the Gaiety Burlesque. Did Harry sell Johnny and did he use the tickets? That I don't know. . . . John H. Woods, Imperial caretaker, found a wallet belonging to an airman, who called for it after the show. He was broke and Jack gave him some money. A grateful mother left an envelope with the manager a few days later, containing money and thanks.

## The Land of Babble-On

When that flashback picture of the Taubes and Schlesingers appeared in Film Weekly a copy was brought to Schlesinger's attention by George Thomas of the Publicity Department. "You can imagine how much of a kick I got out of it," Leon wrote Syd, "as I posted it on our bulletin board and the staff got a lot of laughs out of it." . . . Fred Simmons, projectionist of the Vogue, Vancouver, was the subject of a special article in the Vancouver Sun by Ray Gardner. Above a photo of Fred at the machine was the heading: "Forgotten Man of Movies Pines for Silent Days." Fred started in 1910. He recalled for the reporter the uncertainty of the early sound films. When a street car passed a certain downtown theatre the vibration would jump the needle—and there you might have George Raft talking romantic love while the screen showed him in a gun fight. Fred says "Disraeli" is the best film he's seen but Wilf Crane, his team-mate, picks "San Francisco." . . . Harland Rankin, Tilbury exhib, knocked over a pheasant while driving, gave it to Manager Chauvin and the folks had the bird for dinner—with Harland as guest. . . . Pat Drohan is doing without the cane that helped him over a knee injury. . . . Joe Shaw, projectionist at the Park, Chatham, just became the parent of a six-pound girl. . . . Ben Cronk, sleeping in a lower, complained after that "the wheels below me were square."

## Injunction On Hamilton Deal

(Continued from Page 1)

Theatre Properties (Hamilton) Limited, of which Paul Nathanson is president.

On April 13 Justice Hogg reserved judgment on the motion of Famous Players to continue the injunction until trial. J. M. Bullen, K.C., acted for the plaintiff and C. F. H. Carson, K.C. for the defendant.

At the meeting of Hamilton United Theatres on April 3 a majority of shareholders voted to accept the offer from the Nathanson interests of \$711,881 for the sale of the assets of the company, turning down an offer of \$831,931 from Famous Players. Shareholders favoring the Famous Players offer left the meeting before the vote.

It was said that the sale would be contested on the grounds that under the Companies Act two-thirds majority of the issued capital was necessary and that this had not been met.

The theatres involved are the Palace and Capitol, Hamilton, Ontario, operated by Odeon Theatres of Canada under lease from Hamilton United Theatres, Limited.

## Jack Arthur Speaks In Brantf'd, Chatham

Jack Arthur, popular showman, is still boosting the industry before service clubs in different Ontario towns. Arthur spoke before the Young Men's section of the Brantford, Ontario, Board of Trade and the Oshawa Kiwanis recently, explaining the industry and its work.

In both instances the local papers provided prominent reporting.

## Conciliation and Quebec Allied

(Continued from Page 1)

The meeting, after going on record as approving the principle of conciliation, referred the proposed draft to the executive committee of the organization for study. The committee will make recommendations for any amendments it thinks necessary.

Over 125 theatres were represented at the meeting and heard Archie J. Mason, chairman of the National Council of Independents, describe the conclusions of those at the Toronto meeting. E. N. Taba, B. C. Salamia, Maurice West and U. S. Allaire took part in the discussion.

J. Arthur Hirsch, head of Quebec Allied, presided.



**Flash!**

New York opening biggest yet!  
Crowds storm Manhattan Theatre  
from early morning of first day -  
Tuesday, April 4!



**Who's Dope**

BOOK "THE MEMPHIS BELLE", TECHNICOLOR SAGA OF OUR AIR HEROES. IT'S THE INDUSTRY'S PROUDEST OFFERING.



Maybe it was an accident when Cincinnati took in a cool thousand MORE on opening day than on the record-breaking opening day of the original engagement . . . Perhaps it *was* coincidence when Dayton, the same week, blew the top off the record, and when all those other theatres in the great four-state Premiere hit sensational business . . . But when the first week at Keith's, Washington, runs neck and neck, in money and attendance, with the original run there of "Snow White" – and that engagement established the all-time record of the house, which still stands – **Brother,** *that's on purpose!*

*How?*







OF CANADA LTD.  
277 Victoria Street,  
Toronto.

## MONOGRAM

Presents

### THREE HITS

That Are Making  
MOVIE HISTORY

★

### Lady, Let's Dance

with beautiful, versatile  
BELITA

★

### Where Are Your Children?

As Topical as  
Tomorrow's News

with Jackie Cooper  
and Gale Storm

★

### Women In Bondage

Gail Patrick, Nancy Kelly,  
H. B. Warner

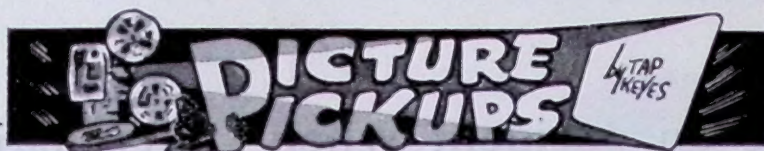
A Gripping Story  
of the Women  
of Germany

★

DON'T GAMBLE  
BE SURE WITH

MONOGRAM  
PICTURES

Toronto, Montreal, St. John,  
Winnipeg, Calgary, Vancouver.



### Adventures of Mr. C.

That alert fellow, Dave Coplan, now head of United Artists in Great Britain, has written his impressions of life in Britain in a letter to Sam Glazer of Columbia. They are humorous and interesting and, with a nod to Sam and an applause lift of the eyebrows to Dave, I hereby declare you in on the fun.

Says the letter in part:

"I think some Canadian exhibitors who didn't like me tipped off the Luftwaffe about my coming because after many months of quiet they started messing with London the very first night of my arrival and have been at it more or less ever since.

"From a business point of view conditions here are almost unbelievable, despite the terrible and complete blackout at night and the difficult transportation. The closing of theatres is staggered and they start emptying at 8:30 and are all out by about 9:15. At the legitimate theatres the curtain goes up for the evening show at 6 o'clock and they are finished by 8 and 8:30. Notwithstanding all this the grosses are tremendous.

"Things like fronts, newspaper advertising, exploitation are all practically non-existent in our sense of the terms. The newspapers will only give you so much space for your biggest flash ad and it is the equivalent of about 100 lines in a Canadian paper. Fronts have to be made from nothing but old material around the theatre because nothing new is available; besides you can't see the front of a theatre at all at night. The blackout is so complete that if you don't know exactly where you are going you haven't a chance of getting there. I can only get around at night if I get a taxi, and if I can't, which happens more often than not, I must stay right in the hotel. Just imagine a Canadian exhibitor being saddled with such conditions under which to do business?

"Cafes, restaurants, hotels, buses and in fact everything are jammed with lines (queues) for everything. London is just a mass of humanity with American soldiers predominant. Money has utterly no value. As nearly as I can figure out a pound is the equivalent of about two dollars in the daytime and no more than one dollar at night. You'll get some idea of what I am talking about when I tell you I pay 4 guineas per day for a hotel suite plus 15 per cent for service. In our money this means a total of 22 dollars a day—every day.

"The English like good cigars, so when I dine someone it usually finishes with a brandy and a cigar. When I got my first week's bill I found charges of £1 and £1-10s and these were for cigars, EACH. I said that there must be a mistake and in general made a fool of myself about the charges until I found that these are the prices here of good, big fat Havana cigars that the natives relish. Just imagine—almost 5 dollars and almost 7 dollars and fifty cents for one cigar. No matter how I loved cigars I should think I would choke on one at these prices.

"The top price for a meal is 5 shillings—BUT—the good places have been permitted to charge another 4 or 5 shillings for music—PLUS—four shillings for a cover or table cloth so that the five shilling meal is 14 or 15 shillings. From there you go on to the little things of a cocktail to start; you must have wine, and you can't finish without a brandy. Incidentally, champagne, if you can get it, is from £6 a bottle up, and by up I mean £10, £12, and even £15."

### Montreal 'Restraint' Case Set for May 2

Proceedings on the writ of prohibition against United Amusement Corporation Limited and Vitagraph by Kent Theatre, who charge them with having created a monopoly, are adjourned until May 2.

Kent Theatre, after withdrawing a request that United Amusements be cited for contempt of court for advertising a Vitagraph film at the Snowden, reiterated its position and asked that the contempt order be issued. An interim injunction

### Vernon, B.C., House Entertains Thieves

Approximately \$350 was taken from the Empress Theatre, Vernon, B.C., in a recent early morning robbery. Famous Players have just re-opened the theatre, closed since November, 1938, to provide entertainment for service men stationed in that area.

had been issued against the Snowden, restraining it from advertising or showing Vitagraph films.

## Reagan Succeeds Agnew at Para

(Continued from Page 1)  
Nell Agnew who resigned earlier this week.

In making the announcement of Reagan's appointment, Barney Balaban, president of the company said: "The executives of this organization are proud to announce the promotion of Charles M. Reagan and we are equally proud of a company that can produce men of his calibre. Reagan has been with Paramount since 1920 and I have known and admired him ever since he became affiliated with the organization. I know the entire industry will join with us in wishing him success in his new duties."

Reagan, who has been assistant general sales manager of Paramount since 1941, is a native of Lawrenceburg, Ind. He attended Notre Dame University and joined Paramount as a salesman at Cincinnati in 1920. He was promoted to the branch managership of Indianapolis in 1922 and in 1925 advanced to district manager supervising Cincinnati, Indianapolis and Louisville. In 1932 he was transferred to Chicago as district manager in charge of Chicago, Detroit, Milwaukee and Indianapolis. Two years later he was summoned to the Paramount Home Office as Western Division sales manager.

### EXHIBITORS!

Use These Drop-ins  
to Dress Ads

*Extra Attraction!*

To you... from the boys  
and girls over there

### THE 5th CHRISTMAS

Hundreds of Canadian friends and relatives will see a loved one in this story of Canadians celebrating five Christmases overseas. . . . .



*Special Added Attraction!*  
**14 GREAT STARS**  
in the greatest 20-minute  
show in history!

### THE SHINING FUTURE"

Produced at Warner Bros. Studios  
for CANADIAN MOTION PICTURE  
WAR SERVICES COMMITTEE



# Flashbacks

**T**HOUGH this 1910 photo yielded a cloudy cut, we think it has ocular appeal. These camera-frozen show-folk are part of the 22 members of the staff of the Nickel Theatre, St. John, New Brunswick, who posed for posterity on a December day 34 years ago. The Nickel, known locally as "the Big Nickel" to distinguish it from the other theatres which were still referred to generally as "nickle shows" because five cents was for years the usual price, was later destroyed by fire.

Walter Golding, who became manager of the Capitol, St. John, when it was opened in 1913 and still occupies that post, was chief of staff at the Nickel. Golding, shown in the centre of the raised trio, had the photo mounted on a large mat, signed the printed sentiments it bore, and distributed it as a Yuletide greeting.

"My third Christmas on the job," stated the card, "and all the boys and girls happy, healthy and willing. My worst wish is that it continues this way with all."

Walter is flanked by Andy Phillips, treasurer, and Frank Fitzgerald, assistant manager. Fitzgerald is still with Golding.

Just about the dean of Canadian theatre managers, Walter left the newspaper game for show business and has always been one of St. John's leading citizens, a leader in civic welfare and a legislator.

He maintains a close friendship with an ex-St. John boy who wandered afield named Louis B. Mayer. LBM of MGM has hosted Walter in Hollywood and they must have fished up many a pungent memoir of St. John.

**L**ET the camera of your eyes now pan to the lower left and fix on two fresh-faced young people, Mr. and Mrs. Archie Mason, now of Springhill, Nova Scotia, where Archie manages the Capitol Theatre and doubles as His Worship the Mayor. The Masons came to Springhill in 1923 and since then Archie lost two Provincial elections as the Liberal candidate — 1937 and 1941. He came mighty close each time in what is recognized as Tory territory. In 1942 he was elected mayor of Springhill with the highest number of votes ever given a candidate for that office. He was re-elected in 1944 and, as was the case in the previous election, won a greater majority than any other mayor in Nova Scotia.

Now to flash back.

Archie is another whose first days in show business were due

to the Allens. A Hamilton boy, he left home to get a job at the Massey-Harris plant in Brantford. That having been accomplished, he strolled around to take a look at the Brantford of 1906. The front of a place called the Theatorium attracted him.

"I will always remember the setup there," says Archie, "because it was my introduction to show business. On the outside was an automatic cylinder Edison Phonograph playing and repeating constantly the song hit of the day, 'If It Don't Concern You Then Let It Alone.' I deliberated with myself whether I should use the dime I had in my pocket for a doughnut and coffee, or whether I should forgo the doughnut and take in the show."

But the spell was on him. He paid his nickel and entered the Theatorium. On the stage a man was singing "The Holy City" while a motion picture with the same title was on the screen. It was probably one of the Allens, Jule or the late Jay J., or perhaps it was Ben Cronk. The scene helped him make up his mind about which way of life he wanted to follow.

"I had the urge but not the nerve to ask them if they wanted a singer," recalls Archie. "Finally, I made the plunge and after singing the song at the next show for them I was engaged. I stayed with them, singing 'ulcerated' songs about 15 times a day for several weeks. Then I went back to Hamilton."

After that he was in show

business for better or worse — and to begin with it was for bitter or worse. In Hamilton he picked up a portable gas outfit and hit the road, showing films from town to town. When winter came he took a store in Orangeville but the weather was bad, the equipment was limping and the money was soon gone.

His next stop was London, where he talked the Bennett Theatrical Enterprise Company into giving him a trial as a singer at the Unique, Hamilton, which was managed by Bill Melody. Ken Findley, who had been in the Maritimes opening theatres for Bennett, returned



ARCHIE MASON TODAY

to head office and asked Archie to go back with him. Archie went and he's still there.

When the Bennett outfit folded in 1909 Archie moved to St. John as projectionist at the Nickel Theatre, a Keith-Albee unit. He left there in 1917 to take over a proposition for himself at Wolfville, Nova Scotia — but he wasn't through with the stage yet. Mrs. Mason, the first licenced woman projectionist in the Maritimes, ran the place while Archie went troubadouring.

After studying for a season in Boston, he joined the Selwyns' show, "Buddies," in which the late Charlie King starred, and stayed with it during 1919-20. Then he called it a day as far as the stage was concerned, returned to Wolfville and settled down with his wife and family.

Archie was recognized as an expert in projection in those days. In 1913 the New Brunswick government decided to license projectionists and he was asked to prepare the examination papers. In 1914 he helped draft a new Theatre and Cinematograph Act for New Brunswick at the request of the attorney-general and later met a similar request from the Nova Scotia inspector of theatres. He was slated to become theatre inspector and examiner of operators for New Brunswick if the government was re-elected. It was not.

Today Archie is chairman of the National Council of Independents and one of the most prominent members of the Canadian motion picture industry. He has maintained an active interest in many things, particularly sports, having headed Nova Scotia baseball and hockey associations on a number of occasions. He is a fine speaker and an engaging conversationalist.

In the Maritimes they think a lot of that 17-year-old kid who gave up a doughnut as admission to an interesting career. We think it was worth it. Does Archie? Ask him sometime.

**T**HE world of 1910 was one of growing change. New ideas were pushing old ones out, public taste was broadening and the giants of the generations before were passing on. Some of the famous folk who died that year were Edward VII, Florence Nightingale, Mark Twain and O. Henry. That was the year Victor Herbert's "Naughty Marietta" opened and "The Rosary" was written. Another historic event took place that year — the first experimental broadcast from the Metropolitan Opera.

What was doing on the film

(Continued on Page 15)



(Photo from Archives of Picture Pioneers)

Top row, left to right: Andy Phillips, Walter H. Golding and Frank Fitzgerald. Extreme left, second row: Archie Mason. Extreme left, first row: Mrs. Archie Mason.

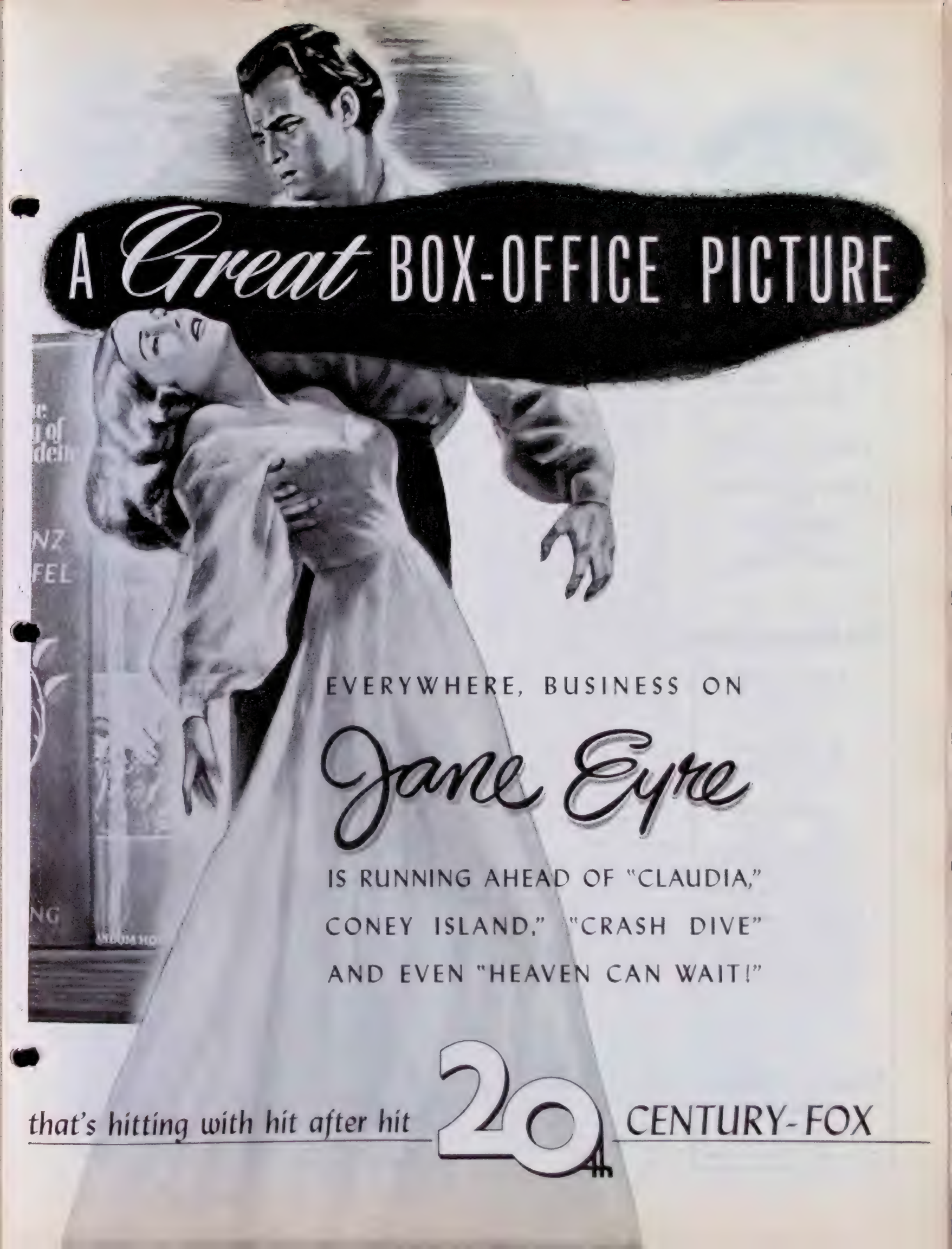


A *Great* BOOK BECOMES....



... from the company





A *Great* BOX-OFFICE PICTURE

EVERYWHERE, BUSINESS ON

*Jane Eyre*

IS RUNNING AHEAD OF "CLAUDIA,"  
CONEY ISLAND," "CRASH DIVE"  
AND EVEN "HEAVEN CAN WAIT!"

that's hitting with hit after hit

20 CENTURY-FOX





## Facts of a Truly Great Industry

You Can Depend On  
**P R C**

New and Greater  
**PRC Delivers**

**Bigger and Better  
Stories  
Bigger and Better  
Stars  
Bigger, Yes,  
Greater  
Productions**

Be Sure to See

## The Minstrel Man

with

**Benny Fields**

Trade showings at  
all offices

**24 Features  
16 Westerns**

plus

**CATHERINE  
THE GREAT**

The unforgettable  
**ELIZABETH BERGNER**

The dashing  
**DOUGLAS FAIRBANKS JR.**

## A Korda Production

Possibly never to be surpassed in sumptuousness—cast—sets—story. A veritable Russian fairyland

**P R C**  
DELIVERS

**Producers Releasing  
Corporation**

LIMITED

Executive Offices:

277 Victoria St., Toronto, 2, Ont.

# Fight Developing For Telev'n Control

"Television is nothing more than a talking picture and talking pictures are our business."

This is the attitude of film men to radio's threat of post-war control of television, according to Joseph M. Gullfoyle, who reviewed the situation for the Wall St. Journal recently. The jockeying for an advantageous position is increasing, particularly since it has been announced by two of the leading television companies that screen-sized projection in color of television is ready and waiting.

Gullfoyle concludes that television will not be a threat to the movie theatre and that all such will install it after the war.

According to the Wall St. Journal:

### Real Fight Seen

"The picture people feel that television in theatres will be highly lucrative, and it is in this field that they expect to give broadcasters the stiffest competition. They believe their vast theatre affiliations will give them a decided initial advantage. Even if radio companies decide to go into theatre television on a large scale, film men say it would take quite a while and a substantial investment before they could offer real competition."

"What kind of television programs will be seen in theatres? Movie men say special events, such as football games, the World Series, the Kentucky Derby, track meets, hockey matches and prizefights are ideally suited for theatre television. They believe the time will come when producers with theatre affiliations will form their own booking organizations to bid for the exclusive rights to telecast such events. They might even promote their own events."

"Here is how it could work: Assume that the ordinary admission fee of these theatres is 50 cents. But on the day, or night, of a special telecast—a World Series game or a championship fight—the price would be, say \$1.50. For this the customer would see both the regular movie feature and the special television even as it was happening."

### Novel Dual Bill

"Since there are nearly 18,000 movie houses in the country with some 115 million seats, the television 'double feature' could easily become a major source of revenue for the film industry. Under the movies' present plans any exclusive event televised by them would not be seen anywhere but in the theatres belonging to the group."

### Stage Shows

"Another development which movie men expect to be important in theatre television will be the televising of stage shows in key theatres for simultaneous showing in other theatres around the country. This could be done in either of two ways: The theatres as a group could put on special shows for televising; or, the various theatre chains could do it independently."

"Under the second plan, Paramount Pictures, for instance, could televise the stage performance in the Paramount Theatre on Broadway, and show it simultaneously in all its 1,500 theatres around the country. Other producers with theatre chains could do the same thing. Admission prices for these performances would be higher than if the audience saw only a movie. The added cost to the proprietor of telecasting the show would be negligible compared with the higher revenue realized."

### Rental Problems

"The use of films in television suggests another problem. Both movie and radio people agree that in the beginning, at least, most television programs will have to depend on films. Producers know that the rental of movies, particularly up-to-date ones, to the broadcasters will bring vigorous protests from theatre operators fearful of loss in attendance."

The Television Broadcasting Association has been formed by those interested. It's a conflicting situation, since several film production companies have heavy holdings in television companies.

# Rene Dagnault, Montreal, Passes

René Dagnault, veteran manager of the Amherst Theatre, Montreal, passed away last week at the age of 52 after an illness of ten days, although his health had been poor for some time.

Born in Montreal, Mr. Dagnault entered the theatre field over 30 years ago as treasurer of the old Lyric Theatre under the late Frank Warnicker.

When the Lyric was torn down, Mr. Dagnault joined the United Amusement Corporation, which operated the Amherst for the Allens and when the Allens took over the theatre again several years ago he remained as manager.

The funeral took place Saturday morning at St. Edouard Church. He is survived by his wife, born Gilberte Papineau.

Bill Watt, manager of the Capitol, Kitchener, Ontario, temporarily assumed charge of the Amherst for Premier Operating.

## RCAF Picks Belita

Belita, English skating star of Monogram's "Lady, Let's Dance," has been chosen "sweetheart" of Trenton by the RCAF boys stationed there.

## Kids Get 5,000 Books for Crew

Hespeler, Ontario school children in a drive to provide books and magazines for the crew of the corvette H.M.C.S. "Hespeler," conducted at the Queen's Theatre during March, collected approximately 5,000 items. The result was announced by Jack Melzer, manager of the theatre, and two local businessmen who sponsored the contest.

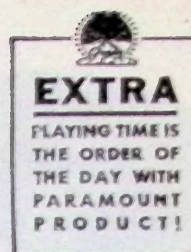


A scene from "Address Unknown," dramatic new Columbia hit, starring Academy Award winner Paul Lukas.





# THE *Paramount Picture*



Vol. 3

(ADVT.)

The Lowdown on the Production and Distribution of the Best Shows in Town!

No. 4

## 'Lady' Exhibs' BO Pin-Up Girl

### Paramount's Technicolor Epic Sweeps Across Dominion

Paramount's much-talked about production of the Broadway hit "Lady in the Dark," got off to an auspicious start in smash opening engagements from Halifax to Vancouver over the Easter holiday season.

After a West Coast opening that broke every record at the Hollywood and Los Angeles theatres, the film opened in New York and smashed every record in the 18-year history of the Paramount Theatre. The rhapsody of raves from the Toronto critics show the reason why the film is a holdover at Shea's. Roly Young of the Globe and Mail raves, "... will delight every woman and at least half of the men. It will probably run for weeks and weeks." Jack Karr of the Toronto Daily Star said, "... probably the biggest and most beautiful picture that the Technicolor cameras have ground out." Helen Allen of the Toronto Evening Telegram said, "Women and men alike will love 'Lady in the Dark'."

Starring Ginger Rogers and Ray Milland, "Lady in the Dark" will be the last great picture for the duration to show such lavish sequences—scenes that send the patrons out of the theatre enchanted by its beauty.

### THIS THRILLER IS A 'DILLER'

Paramount's picturization of the Dorothy MacArdle best-seller, "The Uninvited" continues to prove itself a "killer-diller" across the country.

Strong public reaction resulting in favorable word-of-mouth publicity is credited with a large part of the surprising box office strength of "The Uninvited" in all classes of situations. The fact that more than 3,000,000 people have read the book and the serialization in Liberty Magazine is another important factor in the amazing box office reports.

Gordon Lightstone, Paramount's Canadian general manager, in a report to New York, stated that "The Uninvited" was setting records in numerous Canadian situations topping "Let's Face It," "Dixie," "So Proudly We Hail" and "The Road to Morocco." "The Uninvited" is a must.

### Para's 'Miracle' Vast Laugh Spree

Once in ten years a screen comedy comes along that fairly knocks audiences out of their senses, leaves them limp with laughter and sends the fans out to tell the world, "You've just got to see it!"

The "Miracle of Morgan's Creek" is that kind of comedy. And that's the kind of reaction it's been getting at sneak previews and opening dates. Preston Sturges, whose side-splitter "The Great McGinty" rocked the country, has turned his top comedy talent loose in this one and the lead players, Betty Hutton, Eddie Bracken, William Demarest, Brian Donlevy, Akim Tamiroff and Diana Lynn, aided by a large number of Hollywood's best "bit" players, have turned in amazing performances.

Direction, acting script, photography and dialogue are all of a superlative quality that makes for unadulterated, unmitigated, unrestrained entertainment.

"Miracle" raised such a barrage of laughter in its earlier showings across the line that the echoes have reached here."



BETTY HUTTON

Paramount star of Preston Sturges' great laugh-getter, "The Miracle of Morgan's Creek."

### Paramount Will Film 'Virginian'

Owen Wister's Western classic, "The Virginian," will be filmed by Paramount as a spectacular Technicolor production, with James Brown starring in the title role and Gail Russel, exciting Paramount find, playing the stellar role of the school teacher.

### Ginger Rogers Dances "Jenny" in "Lady in the Dark"



The candid camera catches Ginger Rogers executing the intricate dance steps to the famous music of "Jenny," the hit song inspired by "Lady in the Dark," Paramount's Technicolor production release. It's the first time in four years that Ginger dances in a movie.

PUT VICTORY FIRST --- BUY BONDS



**IT'S A HIT  
BOTH WAYS!**

**ON THE SCREEN!  
AT THE BOXOFFICE!**



**JOHN WAYNE  
SUSAN HAYWARD**

*Romance*  
**OF THE  
SEVEN SEAS**

# **THE FIGHTING SEABEES**

A REPUBLIC PICTURE  
DISTRIBUTED BY

with  
**DENNIS O'KEEFE**  
WILLIAM FRAWLEY J. M. KERRIGAN  
LEONID KINSKEY GRANT WITHERS

*Empire Universal Films Ltd.*



## Flashbacks

(Continued from Page 9)

front in 1910?

Thanhouser and Reliance were formed and Pathe started American production, also inaugurating the first showing of Pathe News on the continent. Al Christie and his Nestor company, which contained Lee Moran, Eddie Lyons and Betty Compson among its troupers, after making Westerns in New Jersey, began shooting comedies in Hollywood. Feature films of two and three reels, after being received skeptically by the trade, were beginning to grow in public popularity, replacing one-reelers.

There were 10,000 theatres in operation on the continent in 1910. Holders of equipment patents formed a pool, the Motion Picture Patents Company, and issued production licences to ten leading companies. Daily changes of program cost first-class houses over \$100 and each exhibitor who wanted the product of the licensed companies was compelled to use the equipment of the patent pool. Not only was he forbidden to play unlicensed product on the threat of cancelling his right to use the pool's patented equipment, but he had to pay a weekly royalty fee of two dollars.

That caused the big patent battles which followed and ended in 1917 when an order of the USA Supreme Court ruled against trusts of that kind. This finding affected Canada, since the patents were covered by international agreement. The finish of this fight marked the beginning of another in which exhibitors and producers entered each other's field.

Late in 1917, as a move against high rentals, exhibitors, organized and formed a production and distribution unit, signing Chaplin, Pickford and other stars. The producers and distributors entered the exhibition field. This situation caused another change. The stars, having been made acquainted with their personal value, organized their own production and distribution company under the name of United Artists. The star system was but a few years old then, before that players being unbilled.

After many years of fixed channels of motion picture activity the threat of another upheaval is apparent. Radio and motion pictures are jockeying for control of television, stars and salaried producers are founding their own production units, Britain is gearing to battle American domination of the film market, and the fight for post-war theatres is under way.

## Warners Prepares More French Films

Wolfe Cohen, general manager for Warner Bros. Pictures in Canada, has announced the following release schedule for the next three Warner French-language films: *Ecumeur Des Mers* (The Sea Wolf), May 6; *Tu Es Toujours Dans Mon Coeur* (Always In My Heart), May 27; *La Caravane Heroique* (Virginia City), June 24.

Five other French versions of top Warner films—of the 15 announced for the current season—have previously been released and are currently showing in the Province of Quebec. They are: *Le Ciel et Toi* (All This and Heaven Too); *L'Aigle Des Mers* (The Sea Hawk); *Une Femme Dangereuse* (They Drive By Night); *Un Dimanche Apres-Midi* (Strawberry Blonde); and *Le Grand Meneconge* (The Great Lie).

## Thieves Revive Old Theatre Pass Gag

Vancouver, B.C. thieves are using theatre passes to get intended victims out of their houses. Mr. and Mrs. C. A. Burr of Vancouver received free theatre tickets through the mails, went off to the movies and returned to a completely ransacked house.

## Booth Man Injured

James Fairley, projectionist at the Empress Theatre, Vernon, B.C., fell 12 feet to the stage when the ladder on which he was standing to fix backstage curtains, broke.

## Theatre Rewards Vigilant Three

For their assistance in tracing William Bailey, 22, who held up the Stanley Theatre, Vancouver, B.C., February 9, three employees of the theatre were presented with cash awards by manager Amy E. Scriven.

Those rewarded at a presentation on the stage of the theatre were Doreen Fitzgerald, Polly Kunjo and Charles Allen.

## Alterations for Doric, Toronto

Alterations worth \$500 will be made to the ceiling of the Doric Theatre, Toronto. The contractor is the Art Plastering Company. Sam Lester owns the Doric.

## Add 200 Seats To B.C. House

Due to increased patronage, the Metro Theatre, New Westminster, British Columbia, has added 200 seats. House is one of a three-theatre circuit under the management of Les Young.

## Public Curious About 'Bell'

Advance publicity and wide reader interest have stimulated public curiosity about Paramount's "For Whom The Bell Tolls," filmed from the Ernest Hemingway best-seller. A letter to the Montreal Star, signed by G. S. Tomkins, asks why the film hasn't been shown in Canada. The letter:

"Sir,—I wonder if you could provide me with some explanation regarding the fact that the film 'For Whom The Bell Tolls' has not been exhibited in Montreal? It must be almost a year since its release was announced in the United States and Canada. It is to be hoped that interests, which have in the past prevented certain outstanding films from being shown here, are not again at work."

## Eastern Theatres Profits Higher

With a net profit of \$48,965, compared with last year's \$43,365, Eastern Theatres Limited, last week reported sharp improvement in operating profits during the fiscal year ending January 1, with \$176,203 available before depreciation and taxes, compared with \$139,224 in the previous period. Earned surplus increased from \$9,295 to \$130,387.

## New 300-Seater At Youbou, B.C.

A new 300-seat house was opened recently at Youbou, British Columbia, as the second of a group of buildings planned as a community centre by Industrial Timber Mills Ltd. for its growing townsite. C. Wittingham holds the motion picture operating rights.

The new theatre is part of a building unit which includes a large store, a post office and the theatre. A lunch room is now under construction.

The theatre building has an auditorium 35 x 70 feet, with a sloped floor and room between the seats. There is a stage with property rooms at each side and the screen can be hoisted for stage shows. Over the lobby and office at the front of the building is a fireproof projection booth.

The interior finish is a soft grey, thrown into relief with mouldings of blue, green and maroon. The curtains are maroon and gold. The theatre's exterior is finished with wide, rough cedar boarding.

## New Ontario House

A \$25,000 opera house will soon be built on a site recently purchased by the Capitol Theatre Co., Elmvale, Ontario.



# PREVENTION

IS ALWAYS BETTER THAN

# CURE

● A Careful Inspection of Equipment will prevent Costly Repairs or worse still, a "BOX OFFICE BLACKOUT"

Regular Service is Cheap Insurance

To Help Maintain Continuous Operations, Call

4403

## DOMINION SOUND

EQUIPMENTS LIMITED

Head Office: 1620 Notre Dame Street West, Montreal

BRANCHES AT HALIFAX TORONTO WINNIPEG REGINA CALGARY VANCOUVER



# Who wants to be left out of Victory?



You've had a share in Victory right along—your Victory Bonds lobbed an extra shell into an enemy pill-box, or blasted a Hun machine gun off the ridge. And, in consequence, you helped our men to go one step nearer Victory.

But what about the next pill-box—or the next ridge? What about coming still closer to Victory—and Peace—and the home-coming of our boys? Who wants to be left out of that?

Don't think Victory is already in our grasp. There are many hard miles yet to go—and every step of the way will see munitions, materials, medical supplies used up in incredible quantities. It is our job to keep those things coming just as fast as our men can use them up.

Your Victory Loan dollars play a vital part in winning the war. You have an urgent job to do—NOW.



*Put Victory First...*

# BUY VICTORY BONDS

NATIONAL WAR FINANCE COMMITTEE